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Approved for use through 09/30/2000. OMB 0651-0032  
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# UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

|  |  |
|--|--|
| Attorney Docket No.                      | UCC-1/CIP/D5-1   |
| First Inventor or Application Identifier | Rick W. LANDSMAN   |
| Title                                    | APPARATUS AND ACCOMPANYING METHODS FOR IMPLEMENTING A NETWORK DISTRIBUTION |
| Express Mail Label No.                   | EL344854363US  |

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

- ☒ \* Fee Transmittal Form (37 C.F.R. § 1.53(b)) (in dupl.)  
(Submit in original and one duplicate for the processing)
- ☒ Specification [Total Pages 100]  
(preferred arrangement set forth below)
  - Descriptive title of the invention
  - Cross References to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to Microfiche Appendix
  - Background of the invention
  - Brief Summary of the invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
- ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 26]
- Oath or Declaration w/power [Total Pages 4]
  - ☐ Newly executed (original or copy)
  - ☒ Copy from a prior application (37 C.F.R. § 1.63(d))  
(for continuation/divisional with Box 16 completed)
    - ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

**NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).**

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

- ☐ Microfiche Computer Program (Appendix)
- Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
  - ☐ Computer Readable Copy
  - ☐ Paper Copy (identical to computer copy)
  - ☐ Statement verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

- ☐ Assignment Papers (cover sheet & document(s))
- ☐ 37 C.F.R. § 3.73(b) Statement of Power of Attorney (when there is an assignee)
- ☐ English Translation Document (if applicable)
- ☐ Information Disclosure Statement (IDS)/PTO-1449
- ☒ Preliminary Amendment w/ 2 red-lined corrected Figs. (9A and 14)
- ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
- \* Small Entity Statement filed in prior application, Status still proper and desired (PTO/SB/09-12) (copy enclosed)
- ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
- Other:

16. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment:

☐ Continuation ☒ Divisional ☐ Continuation-in-part (CIP) of prior application No: 09,237,718  
Prior application information: Examiner unknown Group / Art Unit: 2761

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 17. CORRESPONDENCE ADDRESS

☒ Customer Number or Bar Code Label 007265 or ☐ Correspondence address below  
(Insert Customer No. or Attach bar code label here)

|         |           |          |  |  |
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| City    | State     | Zip Code |  |  |
| Country | Telephone | Fax      |  |  |

|                   |                     |                                   |               |
|-------------------|---------------------|-----------------------------------|---------------|
| Name (Print/Type) | Peter L. Michaelson | Registration No. (Attorney/Agent) | 30,090        |
| Signature         | Peter L. Michaelson | Date                              | July 12, 1999 |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231.

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

A/2  
3/8/00  
J. Debes

Attorney Docket No.: UCC-1/CIP/D5-1

Prior Application -

Examiner: **unknown**

Group Art Unit: **2761**

ASSISTANT COMMISSIONER FOR PATENTS

**BOX PATENT APPLICATION**

WASHINGTON, D.C. 20231

S I R:

**FEE AND APPLICATION TRANSMITTAL LETTER**  
**UNDER 37 C.F.R. § 1.53(b)**

Enclosed herewith for filing is a **divisional** application under the provisions of 37 CFR section 1.53(b) of the prior patent application Serial No. 09/237,718, filed January 26, 1999, entitled:

**A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND  
FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO  
DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A  
USER CLICK-STREAM .**

**NO PAYMENT OF THE ISSUE FEE, ABANDONMENT OF, OR TERMINATION OF  
PROCEEDINGS HAS OCCURRED IN THE ABOVE-IDENTIFIED PRIOR  
APPLICATION.**

**XX** 1. A preliminary amendment (including two red-lined corrected drawing sheets - FIGs. 9A and 14) is enclosed.

XX 2. The filing fee is calculated below:

CLAIMS AS FILED IN THE PRIOR APPLICATION LESS ANY CLAIMS CANCELED  
BY AMENDMENT OF ITEM 1 OR 2 ABOVE

|  | <u>No. Filed</u> | <u>Less</u> | <u>Rate/Claim</u> | <u>Fee</u>       |
|--|------------------|-------------|-------------------|------------------|
| Total Claims   | 32               | -20         | 12 x \$ 18.00     | \$ 216.00        |
| Independent Claims   | 2                | -3          | 0 x \$ 78.00      | \$ 00.00         |
| Minimum Filing Fee   |                  |             |                   | \$ 760.00        |
| Multiple Dependency Fee<br>(if applicable - \$ 260.00)   |                  |             |                   | \$ 00.00         |
| 50% Reduction for Small Entity<br>(Independent Inventor, Non-profit<br>Corporation, or Small Business<br>Concern) - appropriate<br>verified statement attached |                  |             |                   | \$- 00.00        |
| <b>TOTAL FILING FEE</b>  |                  |             |                   | <b>\$ 488.00</b> |

XX 3. Our check in the amount of the total filing fee is enclosed herewith. In the event this check is unacceptable, insufficient or is omitted, please charge the additional fee or entire cost, as appropriate, to our Deposit Account number 13-3083. To facilitate that charge, a duplicate copy of this letter is enclosed herewith.

XX 4. ~~Amend~~ the cross-reference section of the specification by deleting lines 3-8 appearing inserting after the title and insert in their place the following paragraph:

A1  
--This application is a division of co-pending patent application serial number 09/237,718, filed January 26, 1999 and entitled "A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT, SO DISTRIBUTED, THROUGH A WEB BROWSER IN RESPONSE TO A USER CLICK-STREAM", which itself is a continuation-in-part of, now abandoned, patent application serial number 09/080,165, filed May 15, 1998 and entitled "LOCALLY-SUMMONED NETWORK-DISTRIBUTED CONFIRMED INFORMATIONAL PRESENTATIONS". --.

\_\_\_\_ 5. Priority of foreign application serial number:  
\_\_\_\_\_, filed on: \_\_\_\_\_ in: \_\_\_\_\_  
is claimed under 35 USC section 119.

The certified copy of the priority document has  
been filed in prior application serial number \_\_\_\_\_  
filed on: \_\_\_\_\_.

XX 6. A copy of a verified statement claiming small entity  
status which was filed in prior patent application  
serial number 09/237,718, filed January 26, 1999, is  
enclosed.

XX 7. Informal drawings are enclosed (26 sheets - FIGs. 1A-20).  
These drawings are a true copy of those filed in  
applicants' prior application.

XX 8. The prior application is assigned of record to:  
Unicast Communications Corporation, a corporation  
of the State of Delaware. Assignment recorded on  
March 22, 1999 at Reel 9842, Frame 0147.

XX 9. The power of attorney in the prior application is to:

Peter L. Michaelson (Reg. No. 30,090)  
Robert M. Wallace (Reg. No. 29,119)  
John C. Pokotylo (Reg. No. 36,242)  
Jeremiah G. Murray (Reg. No. 20,533)  
John T. Peoples (Reg. No. 28,250)  
Ronald L. Drumheller (Reg. No. 25,674)  
Edward M. Fink (Reg. No. 19,640)

with the correspondence address being:

MICHAELSON & WALLACE  
Parkway 109 Office Center  
328 Newman Springs Road  
P.O. Box 8489  
Red Bank, New Jersey 07701.

Direct all telephone calls to: (732) 530-6671.

XX 10. A true copy of the prior application as filed, including  
the Declaration filed therein, is enclosed.  
The undersigned states that the enclosed application  
papers comprise a true copy of the prior application,  
as filed, and that none of the amendments referred to  
in the oath or declaration filed to complete the prior  
application introduced any new matter therein.

11. Also enclosed: Utility Patent Application Transmittal.

Respectfully submitted,

MICHAELSON & WALLACE

July 12, 1999

*Peter L. Michaelson*

Peter L. Michaelson, Attorney  
Reg. No. 30,090  
Customer No. 007265  
(732) 530-6671

MICHAELSON & WALLACE  
Counselors at Law  
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Red Bank, New Jersey 07701

**\*\*\*EXPRESS MAIL CERTIFICATION\*\*\***

"Express Mail" mailing label number EL344854363US  
Date of deposit July 13, 1999

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, **Box Patent Application**, Washington, D.C. 20231.

*Peter L. Michaelson*  
\_\_\_\_\_  
Signature of person making certification

Peter L. Michaelson  
\_\_\_\_\_  
Name of person making certification

(UCC1CDIV5-1/4)

**\*\*\*EXPRESS MAIL CERTIFICATION APPEARS ON LAST PAGE OF THIS LETTER\*\*\***